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Transmit power control is achieved by determining a data rate of at least a first channel and controlling the transmit power of the at least first channel based on the determined data rate. The transmit power may be adjusted based on a ratio of power between the at least first channel and a second channel, and the ratio may be adjusted based on the data rate of the first data channel. The first data channel may be a data channel, and the second data channel may be a control channel. The ratio is adjusted such that a power offset between the first channel and the second channel is proportional to the data rate of the first channel. The ratio may be adjusted based on the coding rate, data transmission rate, and/or a rate matching parameter. The transmit power may also be adjusted based on received power control commands. The transmit power may be adjusted in this manner in the uplink or the downlink direction.